

Telesales - selling light commercial vans in a downturn.

Success Story – Automotive



Client **Camden Nissan**

*Background
Confero Solution
Results*

Call Centre Services:

- Inbound
- Outbound
- Speech Recognition
- SMS Marketing
- Fulfilment

Background

Camden Nissan is one of Nissan's most successful light commercial van dealer groups. However, with the downturn in the light van sector, not enough customers were visiting its showroom.

So Camden Nissan used a different approach - a concerted and ongoing campaign of pro-active direct marketing supported by Confero's specialist Automotive telemarketing team.

The result was a succession of test drives by new prospective customers – and sales.

Confero Solution

First, working with the value proposition "great price, great value and a test drive", Nissan's advertising agency executed the direct mail campaign, targeting businesses in a carefully defined proximity to the dealerships, using intelligent postcode profiling.

Next, Confero engaged their experienced automotive telemarketing team, using its proven call plans, systems, and training. Nissan's confidence in Confero was borne out of the team's success on previous campaigns for Nissan Dunstable, Northampton and Milton Keynes.

Test drives were arranged for convenient times and dates, and prospective customer details emailed to the dealer sales department for action.

Results

Thousands of targeted businesses were contacted, with each team member speaking to 10 business decision makers per hour, delivering the Nissan value proposition.

The Confero agents arranged test drive appointments across 3 dealerships, at the rate of 1 every 1.5 hours. Over the duration of the campaign, more than 150 test drives were arranged per month.

Nissan were delighted with the campaign, and similar campaigns have subsequently been run.

Confero Ltd.
No.1 Olympic Way
Wembley
Middlesex
HA9 0NP
tel: 08000 83 32 32
sales@confero.co.uk
www.confero.co.uk

*Confero is the fastest growing UK outsourced call centre (Source: Marketing, Haymarket).
The company ethos is to acquire and retain customers for its clients in the most effective manner, using the right blend of inbound, outbound and technology solutions.*